

CX ACTION PLAN THE 5 W'S

WHEN

Sequence actions based on customer impact and urgency, with defined milestones to maintain pace and demonstrate progress.

WHAT

Translate customer insight into clear, targeted actions, ensuring focus on the areas that will drive the greatest improvement.

WHO

Assign clear ownership at the right level, with defined accountability to ensure actions are delivered and outcomes are tracked.

WHY

Articulate the expected customer outcome, supported by data, feedback, and insight to evidence why this action matters.

WITH

Identify the resource, tools, and operational support required to deliver effectively and sustainably.

GOAL

Start with a clearly defined outcome you're working towards. This should be measurable & linked to business performance/cx.
